



Position:	Strategic Media Planning Director – Avalanche Media Group
Location:	Austin, Texas
Reports To:	Owner/President
Personnel Responsibility:	Media Assistant, Media Planner, Media Supervisor
Apply:	jobs@avalanchemg.com
Job Description:	<ul style="list-style-type: none"> ▪ 10-15 years of media strategy in digital and traditional media is required to maintain senior oversight for all assigned accounts, focusing primarily on supervising the development, implementation and stewardship of client media plans ▪ Insure best practices for quality across the department and accounts ▪ Participate in agency management, staff development and command a broad marketing media knowledge ▪ Manage a group of accounts and team of professionals growing them into superior planners ▪ Analyze, select, recommend and implement small and large strategic media campaigns ▪ Responsible for controlling and achieving due dates on all planning and buying projects ▪ Possess on-going knowledge of media innovations, changes and practices ▪ Participate in new business efforts ▪ Provide strong leadership direction and delegate accordingly ▪ Oversee preparation and present cohesive and intelligent media plans for multiple accounts ▪ Oversee preparation and budget summary/flowchart maintenance for designated accounts ▪ Oversee preparation and maintenance of records/periodic reports as required ▪ Develop and Maintain Client/Agency and industry relationships ▪ Anticipate Client needs; be proactive rather than reactive; identify potential problems and devise solutions ▪ Handle department administration functions ▪ Provide a high energy level, bringing new ideas to clients and the team

<p>Primary Responsibilities:</p>	<ul style="list-style-type: none"> ▪ Provide media insight beyond the data; ability to think strategically and explain rationale based on years of previous experience ▪ Maintain familiarity with the history, present organization, and procedures of the client, as well as, with conditions in the industry ▪ Take the initiative to develop well-informed strategic business building ideas and programs, and generate marketplace results for client ▪ Oversee maintenance of budget control for client-approved plans during and after execution ▪ Strong presentation skills ▪ Master the ability to solve most problems and strategic solutions ▪ Know and keep up-to-date on all available market and consumer information necessary to the preparation of the most effective and efficient media planning ▪ Is at all times alert to new media or new methods of using existing media as well as new methods of measurement, tracking and reporting ▪ Strong ability to effectively discuss, present media plans/recommendations, to Client/Agency personnel ▪ Keep management informed of account opportunities, issues and plan changes ▪ Train and develop direct reports – Supervisors, Planners & Assistants ▪ Motivate team and encourage innovation and creativity throughout all projects by serving as a role model within the group ▪ Help the team improve time management, prioritization, writing, and presentation skills ▪ Work with clients directly ▪ Responsible for supporting leadership within agency
<p>Additional Requirements:</p>	<ul style="list-style-type: none"> ▪ CPG experience preferred ▪ Digital AND Traditional experience expected ▪ An advanced knowledge of Accounting principles preferred ▪ Immaculate attention to detail expected ▪ Passionate about finding but strategic solutions for clients ▪ Skilled in working with small unique and large budgets ▪ Excellent writing and presentation skills; able to “sell” recommendations/POVs ▪ Ability to multi-task, managing multiple accounts ▪ Be proficient with use of research tools: <ul style="list-style-type: none"> ○ MRI, IMS, Scarborough, Kantar, SRDS, SQAD, Reach/Frequency Modeling, Market Analysis such as CDI/BDI, Nielsen, ComScore, Nielsen Audio and knowledge of Strata resource and usage ▪ Organized, meets deadlines, communicates clearly